About XRA

Mission Statement

To promote responsible development and thoughtful advancement of XR that foster positive societal outcomes.

Vision Statement

XR will change the world for the better, creating societal value for everyone.

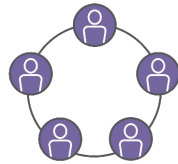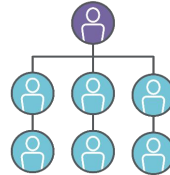# We represent the XR industry's broad ecosystem

2018

ESTABLISHED

30+

MEMBERS

5

COMMITTEES & WORKING GROUPS

9

FULL-TIME STAFF

community

leadership

advocacy

XRA's Core Membership Pillars

XRA Members

accenture · Google · Microsoft · Meta

Penumbra · Qualcomm · Sony Interactive Entertainment · unity · VIVE

AVATAR dimension · BIGROCK CREATIVE · Cognixion · FOUNDRY 45

friends with holograms · gamedriver.io · Great Lakes Reality Labs

OBERON TECHNOLOGIES · OVR TECHNOLOGY · PIXO · THE WXR VENTURE FUND

XRA | LIMITLESS FUTURE CONFERENCE | XR for LEARNING & DEVELOPMENT

The XR Association's second annual **Limitless Future Conference** will feature a highly engaging one-day in-person event that brings 150+ senior-level learning and development and HR professionals together to learn how immersive technology is transforming the field of training, learning, and talent management.

Recent XRA research indicates high enthusiasm for the use of XR in learning and development activities, but low understanding about how to implement and use the technology. Attendees want to learn first-hand from companies like yours about the limitless future of XR to train and upskill employees.

The Limitless Future Conference: XR for Learning & Development is being presented by the XR Association in partnership with the **Association of Talent Development, Greater Atlanta Chapter**.

For further details visit: xra.org/LFCdetails

LFC 2021 at a Glance

Attendee Skill Level: Director, VP, C-level

Job function / role:

- Workforce management
- Talent management
- Recruiting & Talent Acquisition
- Organizational Development
- Learning & Development
- HR
- HRIS
- Health & Safety
- D&I

430 attendees registered for 100% virtual event.

Post-event survey attendee satisfaction score: 9.2/10

Top-rated content sessions:

- *Designing XR with the Learner at the Center*
- *How Delta Air Lines Established an XR Training Program*
- *Scaling XR Training for Remote Learners*

Showcased Exhibitors:

Our Partners

GREATER ATLANTA CHAPTER
Association for Talent Development

The Association for Talent Development (ATD) is the world's largest association dedicated to those who develop talent in organizations. The Greater Atlanta Chapter is one of the largest ATD Chapters in the country, providing our members with a forum for the exchange of professional development opportunities and resources as they strive to improve workplace learning, experience, and performance.

www.atdatlanta.org

Our Audiences: ATD Greater Atlanta

ATD GREATER ATLANTA has 341 members, including:

- Talent Development Professionals and Organizational Teams
- HR/OD Professionals
- Independent Consultants
- Trainers and Facilitators
- Instructional Designers
- Learning, People and Talent Managers
- Learning Technologists

National Brands with Members of ATD Atlanta:

We will also be investing in partnerships through other ATD chapters to broaden our reach, plus a paid digital web banner campaign in addition to paid LinkedIn efforts.

Digital Reach

ATD GREATER ATLANTA

- SOCIAL MEDIA
  - LinkedIn: 1,300
  - Facebook: 848
  - Twitter: 1,893
  - Instagram: 197
- WEBSITE
  - Average 8,000 hits a month on home page
  - Average 9,000 page views per month on our total website
- NEWSLETTER SUBSCRIBERS
  - More than 3,500 subscribers

XR ASSOCIATION

- SOCIAL MEDIA
  - LinkedIn: 1,610
  - Facebook: 203
  - Twitter: 5,360
- WEBSITE
  - Average 3,000 users per month
  - Average 7,500 page views per month
- NEWSLETTER SUBSCRIBERS
  - More than 2,600 subscribers

Why Sponsor?

- **Break into the L&D market:** The Limitless Future Conference is a central gathering place for industry leaders championing XR for learning and development. We expect attendance to be around 200 people with titles such as: Director of Learning, Director of Training, and Talent Management.

- **Get facetime with the right audience:** Unlike other XR conferences, our conference is targeted to audience of HR and learning & development professionals eager to know how the future of their industry can be transformed by XR technologies.

- **Make connections with contacts looking to further develop XR in L&D:** Our event will not only showcase your brand, it will provide you opportunities to get attendees into headsets and lead them through your product. There is no better way to sell XR than to demonstrate t in person with the right audiences!

Complimentary XRA Member Experience

All Executive, Associate, and Allied XRA members are able to attend this year's program at NO additional cost with the following additional benefits included as part of our robust membership program.

- Priority website listing (100 words + logo + trackable link)
- Logo inclusion in event material with identification as an XRA Member
- Recognition via social media
- Two (2) event registrations

**Associate Member dues start at $500. Please inquire about membership benefits and dues.

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XRA Executive Member Experience PLUS

Targeted opportunities for enhanced partnership and engagement for our XRA Executive Members.

- All Complimentary benefits PLUS
- Up to three (3) additional attendees permitted to attend
- Networking Lunch and Learn sponsor OR substitute Networking Lunch for an opportunity to host on-site Happy Hour for all attendees (food & beverage costs billed to sponsor)
  - On-site branding provided by XRA
- Consideration for a speaking opportunity or Breakout Session leader
  - XRA-approved thought leadership content to be in conjunction with XRA agenda
- Opportunity to introduce / sponsor individual XRA Breakout Session segment
- :30 video integrated into Agenda + verbal acknowledgment
- Exhibition Booth Upgrade to 20'x8 space with preferred placement
- Two (2) articles / hyperlink "blurbs" as part of *XRAlert* sent to 2,600+ XR industry and end-user recipients weekly
- Dedicated email distribution to attendees
  - Sponsor to provide content, but distribution will be sent directly from XRA
- List of all attendees with contact information for post-show follow-up

$8,000

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CONFERENCE

XRA Allied Member Experience PLUS

Targeted opportunities for enhanced partnership and engagement for our XRA Allied Members and only available to XRA Allied Partners with a minimum of $5,000 annual membership dues.

- All Complimentary benefits PLUS
- One (1) additional attendee permitted to attend
- Consideration for a speaking opportunity or Breakout Session leader
  - XRA-approved thought leadership content to be in conjunction with XRA agenda
- :30 video integrated into Agenda + verbal acknowledgment
- Exhibition Booth Upgrade to 10'x8 space with preferred placement
- One (1) article / hyperlink "blurbs" as part of *XRAlert* sent to 2,600+ XR industry and end-user recipients weekly
- Dedicated email distribution to attendees
  - Sponsor to provide content, but distribution will be sent directly from XRA
- List of all attendees with contact information for post-show follow-up

$6,500

LIMITLESS
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CONFERENCE

XRA Associate Member Experience PLUS

Targeted opportunities for enhanced partnership and engagement for our XRA Associate Members.

- All Complimentary benefits PLUS
- Up to two (2) additional attendees permitted to attend
- Consideration for a speaking opportunity or Breakout Session leader
  - XRA-approved thought leadership content to be in conjunction with XRA agenda
- :30 video integrated into Agenda + verbal acknowledgment
- Exhibition Booth Upgrade to 10'x8 space with preferred placement
- One (1) article / hyperlink "blurbs" as part of *XRAlert* sent to 2,600+ XR industry and end-user recipients weekly
- Dedicated email distribution to attendees
  - Sponsor to provide content, but distribution will be sent directly from XRA
- List of all attendees with contact information for post-show follow-up

$5,000

XRA Non-Member & A La Carte Packages

These packages are only available to specific Non-Member partners with interest in membership and continued partnership.

- ### Limitless Future Conference Title Sponsor Package

- ### Limitless Future Conference Supporter Package

- ### Limitless Future Conference Advocate Package

Additional customization opportunities available upon request!

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Limitless Future Conference Title Package

- Includes 1-2 minutes of Welcome Remarks at the start of the program alongside XRA
- Official Keynote Address sponsor
- Opportunity to sponsor two (2) attendees with complimentary admission
- Up to five (5) attendees permitted to attend from sponsoring company
- Networking Lunch and Learn sponsor OR substitute Networking Lunch for an opportunity to host on-site Happy Hour for all attendees (food & beverage costs billed to sponsor)
  - On-site branding provided by XRA
- Consideration for a speaking opportunity or Breakout Session leader
  - XRA-approved thought leadership content to be in conjunction with XRA agenda
- Opportunity to introduce / sponsor individual XRA Breakout Session segment
- :30 video integrated into Agenda + verbal acknowledgment
- Exhibition Booth Upgrade to 20'x8 space with preferred placement
- Two (2) articles / hyperlink "blurbs" as part of *XRAlert* sent to 2,600+ XR industry and end-user recipients weekly
- Dedicated email distribution to attendees
  - Sponsor to provide content, but distribution will be sent directly from XRA
- List of all attendees with contact information for post-show follow-up
- Priority website listing (100 words + logo + trackable link)
- Logo inclusion in event material
- Recognition via social media
- 2 event registrations

$12,500

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Limitless Future Conference Supporter Package

- Opportunity to sponsor one (1) attendee with complimentary admission
- Up to three (3) attendees permitted to attend from sponsoring company
- Consideration for a speaking opportunity or Breakout Session leader
    - XRA-approved thought leadership content to be in conjunction with XRA agenda
- Opportunity to introduce / sponsor individual XRA Breakout Session segment
- :30 video integrated into Agenda + verbal acknowledgment
- Exhibition Booth Upgrade to 10'x8 space with preferred placement
- One (1) article / hyperlink "blurbs" as part of *XRAlert* sent to 2,600+ XR industry and end-user recipients weekly
- Dedicated email distribution to attendees
    - Sponsor to provide content, but distribution will be sent directly from XRA
- List of all attendees with contact information for post-show follow-up
- Priority website listing (100 words + logo + trackable link)
- Logo inclusion in event material
- Recognition via social media

$9,500

Limitless Future Conference Advocate Package

- Opportunity to sponsor one (1) attendee with complimentary admission
- Up to two (2) attendees permitted to attend from sponsoring company
- Opportunity to introduce / sponsor individual XRA Breakout Session segment
- Exhibition Booth Upgrade to 10'x8 space with preferred placement
- One (1) article / hyperlink "blurbs" as part of *XRAlert* sent to 2,600+ XR industry and end-user recipients weekly
- List of all attendees with contact information for post-show follow-up
- Priority website listing (100 words + logo + trackable link)
- Logo inclusion in event material
- Recognition via social media

$7,500

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Exhibition-Only Packages

- **Member** exhibit only (Associate, Alliance, or Executive)
  - One (1) attendee from the representative company
  - List of all attendees with contact information for post-show follow-up
  - Priority website listing (100 words + logo + trackable link)
  - Logo inclusion in event material
  - Recognition via social media

$2,500

- **Non-member** exhibit only
  - One (1) attendee from the representative company
  - List of all attendees with contact information for post-show follow-up
  - Website listing (100 words + logo + trackable link)
  - Logo inclusion in event material
  - Recognition via social media

$3,500

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Join us on November 1, 2022

Let our sponsorship opportunities establish your brand as a leader in learning and development.

Contact Susie Prue, CMP, Chief Relationship Officer at BrandEngage, to discuss sponsorship packages and custom options.

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Website
xra.org

Facebook
Twitter
LinkedIn

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